Stunts

What

We have provided you with a few stunt options based on international case studies that we designed to disrupt student behavior and break up their routine. The stunts will use the Enactus dotted line to frame mundane-looking objects. Accompanying an object will be a specific question that gets people to ponder whether they see the mundane, or an opportunity for something much greater.

Below are the examples that we have selected, along with the case study so that your team is able to provide detailed information about each project to potential members.

- A pile of oyster shells [view case study here]
- A trash can [view case study here]
- A pile of corn husks [view case study here]
- A box of dirt [view case study here]
- A pile of books [view case study here]
- An old mattress [view case study here]

Why

Stunts are real attention grabbers due to their disruptive nature. It’s a good idea to supplement your stunts with handouts like the origami flier and business card we have provided. These materials will direct students to more information-heavy resources, like the Enactus website and your chapter meetings.

Where

Campuses are filled with posters, so stunts offer a great alternative to getting the attention of your audience. To maximize their effectiveness, you should pick the right locations — preferably high-traffic areas, where they will be easily seen. That said, students should be able to stop and interact with the display. It is important to get permission from your school’s building care personnel. Here are some places that we suggest you place stunts:

- In you school’s quad or common area
- In a hallway (that isn’t so narrow that the display will be lost in the foot traffic)
- In a student union
- Outside a sports arena
- In a parking lot
- Outside a gym
- In the lobby of a dorm
- In the school’s bookstore

How

After you have decided which stunt you will be utilizing and where the stunt will be constructed, place your object(s) in the given location. Using yellow chalk or the printable template, frame the object with a yellow dotted line, followed by a question in the “Do you see ______, or ______?” format. We suggest, if possible, that an Enactus member (or members) stand by the stunt to provide explanations and answer any questions that passing students may have, as well as hand out the aforementioned fliers. Make sure that students are well informed about the project’s case study. The stunts are designed to encourage interaction through social media postings, generate stories for campus news outlets and get passersby to engage with the team members, who will answer questions and jump-start meaningful dialogue about the projects.
Stunts — Customizability

What

While the stunts described above are at your disposal, we also recommend that you personalize the stunts to feature your own chapter’s projects. The object(s) you select should suit the template we have established for greater synergy with the rest of the student recruitment campaign.

Why

By customizing the stunts to fit your chapter, you will be able to showcase your team’s own projects and the effect they had on the community — starting with an object that inspired the project in the first place.

Where

Like the prescribed stunt ideas, it is important to place the stunts in areas where they will be seen by the largest group of people, and also allow students to stop and interact with the presentation and the representative.

How

Choose an item that your team feels best represents your case study and use the templates provided to develop the framework around it.

Steps:

1) The provided InDesign® template files are easily modified.
2) Open the InDesign® file and using the type tool, replace the headline — following the established format — and add your team’s contact information
3) Print the files at your school or local print shop.